

MAR 24 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

March 19, 1993

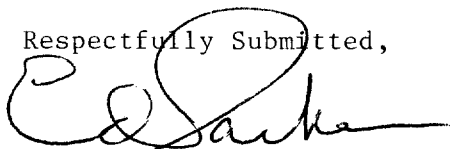
Office of the Secretary
Federal Communications Commission
Washington, D.C. 20054

Dear Sir:

This package contains comments on must carry for stations that have home shopping as their programming format. The comments are from the general managers of Blackstar Communications, Inc. three television stations all of which have home shopping as their programming formats. Included in this envelope are nine copies of each general manager's overview. Please see that each commissioner receives a copy of these overview comments. The rest of the package consists of one copy of each station's public interest programming documentation including quarterly issues/programs reports, letters from community leaders, etc. This information is being provided for research purposes as you need it.

Thank you for your cooperation in this matter.

Respectfully Submitted,



Ed Parker
Chief Financial Officer
Blackstar Communications, Inc.

Enclosures

No. of Copies rec'd
List A B C D E

049



MAR 24 1993

March 19, 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Office of the Secretary
Federal Communications Commission
Washington, D.C. 20054

REC-100

FOOTNOTES

Re: Comments on whether Home Shopping Stations are serving the "Public Interest, Convenience, and Necessity."

Dear Sir:

I am Vice President and General Manager of WBSF-TV 43 licensed to Melbourne, Florida and serving the Orlando-Daytona Beach-Melbourne ADI. The purpose of this letter and accompanying supporting documentation is to provide evidence that WBSF, which has home shopping (HSN) as its primary programming format, is fulfilling its public interest programming obligation as well as, if not better than, other stations in the market. Since we are fulfilling that public interest responsibility, we deserve and must be treated like other TV stations in the market and be included in the implementation of must carry.

The unique format of HSN gives us a four and a half minute break in each hour, 24 hours a day. Typically, in each hourly break, WBSF runs a locally produced community affairs vignette (called "Update") covering a broad spectrum of issues which we have ascertained from the community leaders to be relevant. Each Sunday morning we air a half-hour show ("Update-Sunday Edition") which provides a forum for more in depth coverage of issues of interest to the community. "Community Bulletin Board" consists of 60 second announcements produced weekly to publicize the various events sponsored by local non-profit service oriented groups. The enclosed sample of the ongoing community praise and support we receive, as a result of our programs and staff involvement, attests the effectiveness of our public interest philosophy.

WBSF also has a weekly children's hour where we air two half hour programs specifically designed with the educational needs of children in mind. These programs contain no commercial announcements.

To demonstrate the quantity and depth of our public interest programming, we compared our non-entertainment community affairs programming for a typical week (9/19/92 - 9/25/92) to that of the other commercial independent stations in the market. The results of the analysis (copy attached) showed that WBSF aired more public interest programming than any other commercial independent in the market.

This station had not been profitable prior to Blackstar's acquisition (April 1988) and affiliation with HSN. With the HSN affiliation the station is economically viable and can, therefore, remain on the air and continue to be a voice providing locally originated programming which is in the interest of

COMPARATIVE ANALYSIS OF PUBLIC INTEREST PROGRAMMING

WEEK OF 9/19/92 - 9/25/92 (TYPICAL WEEK)

ORLANDO - DAYTONA BEACH - MELBOURNE ADI

STATION - WBSF 43 (HSN AFFILIATE)

6AM - 12PM

News & Public Affairs	:	572 Minutes	7.57%
Children's	:	48 Minutes	.63%
Other	:	0 Minutes	0.00%
Local	:	596 Minutes	7.88%
Total Non-Entertainment:		620 Minutes	8.20%
Public Affairs Issues	:	Minority, Mens Health, Hurricane Relief, Cultural	
Covered This Period		Events, Elderly, Handicap Recreation, Death.	

STATION - WIRB 56 (INDEPENDENT)

6AM - 12PM

News & Public Affairs	:	50 Minutes	.66%
Children's	:	0 Minutes	0.00%
Other	:	0 Minutes	0.00%
Local	:	50 Minutes	0.66%
Total Non-Entertainment:		50 Minutes	0.66%
Public Affairs Issues	:	Family enrichment	
Covered This Period			

STATION - WKCF 18 (INDEPENDENT)

6AM - 12PM

News & Public Affairs	:	242 Minutes	3.20%
Children's	:	0 Minutes	0.00%
Other	:	0 Minutes	0.00%
Local	:	192 Minutes	2.54%
Total Non-Entertainment:		242 Minutes	3.20%
Public Affairs Issues	:	National Geographic, College student issues	
Covered This Period			

STATION - WOFL 35 (FOX)

6AM - 12PM

News & Public Affairs	:	72 Minutes	0.95%
Children's	:	0 Minutes	0.00%
Other	:	0 Minutes	0.00%
Local	:	24 Minutes	0.32%
Total Non-Entertainment:		72 Minutes	0.95%
Public Affairs Issues	:	Minority, Family	
Covered This Period			

6AM - 12M: 7560 Minutes = 100% of Total Operating Time

Please take a minute to review the attached documentation, particularly the numerous letters from community representatives attesting the effectiveness of our public interest programming. As you do, I am sure you will agree that we are indeed fulfilling our public interest requirement and should be eligible for must carry status.

Thank you for your time. If you have any questions regarding any of the information, please give me a call.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Ed Parker". The signature is written in dark ink and is positioned above the printed name.

Ed Parker
Vice President and General Manager

EP/pmw

Attachments

WBSF AWARDS AND COMMENDATIONS

- * Family Counseling Center - Excellent Programming Award - 1988-92
- * United States Marine Corp - Toys for Tots Telethon - 1988
- * Outstanding Partner in Education - 1989
- * Certificate of Appreciation - Junior Achievement - 1989
- * Appreciation for Helping Increase Community Awareness of Crisis Services - 1990
- * Chamber of Commerce Media Award - 1990
- * Certificate of Appreciation - March of Dimes - 1990
- * Certificate of Appreciation - Family Counseling Center - 1990
- * Certificate of Appreciation - Brevard Community College - 1990
- * Certificate of Appreciation - McNair Middle School - 1990
- * Certificate of Appreciation - Stone Jr. High School Career Day - 1989-92
- * Certificate of Appreciation - Florida Today (Citizen Bee) 1989-91
- * Certificate of Appreciation - Retired Senior Volunteer Program - 1992
- * Crisis Services of Brevard - Programming Award - 1990-91
- * Crisis Services of Brevard - Presidential Award - 1991
- * Leadership Brevard Award - 1991
- * Brevard Hospice - Continuing Support Award - 1992
- * Honorary Volunteer Brevard Hospice - 1992
- * Childrens' Home Society - Community Service Award - 1992
- * Professional Secretaries Internation - Community Service Award - 1992

WBSF STAFF INVOLVEMENT IN THE COMMUNITY

Ed Parker - Vice President and General Manager

American Heart Association - Board of Directors
American Heart Association - Communications committee Chairman
Brevard Symphony Orchestra - Board of Directors
Junior Achievement "Project Business" - Instructor
Brevard Community College Educational TV - Advisory Board
Brevard Chapter of United Negro College Fund - Advisory Board

Delores Mc Laughlin - Community Affairs Director

Crisis Services - Board of Directors President
Crisis Services - Public Relations Committee
Cocoa Village Playhouse - Board of Directors
Brevard Cultural Alliance - Board of Directors
Cocoa-Rockledge Civic League - Public Relations Committee
Junior League - Chairperson
Junior League - Public Relations Committee
Leadership Brevard - Program Committee
Big Brothers/Big Sisters - Board of Directors
March of Dimes, East Coast Chapter - Board of Directors
March of Dimes, East Coast Chapter - Vice Chairman
Junior Achievement - Project Business Consultant
Easter Seal - Board of Directors

Other:

Arthritis Foundation Volleyball Team Sponsorship
Brevard Zoo Project Volunteers
UNCF - "Men Who Cook" Fund Raiser (Chairman and Cook)



Orlando-Daytona Beach-Melbourne Market Overview

ADI Rank: 23

Demographic and Economic Overview (000s, except Retail Sales and EBI in \$000,000s)

	<u>1984</u>	<u>1989</u>	<u>Growth</u> <u>Rate</u>	<u>1989</u>	<u>1994</u>	<u>Growth</u> <u>Rate</u>
ADI Population	1,000	2,221	4.3%	2,221	2,572	3.0%
Households	600	887	4.0%	887	1,002	2.5%

Market Television Financials (all figures in 000s, except percentages)

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>Rate</u>
ESTIMATED NLI	\$ 71,300	85,700	91,600	100,450	111,100	118,700	10.7%
REVENUES	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>Rate</u>

*
*
*
*
*
*
*
*
*
*
*
*
*
*

KBSP TV-22
ISSUES/PROGRAMS
QUARTERLY REPORTS
1992

BLACKSTAR COMMUNICATIONS OF OREGON, INC.
4923 INDIAN SCHOOL ROAD, N.E.
SALEM, OREGON 97305

RECEIVED

RECEIVED

MAR 24 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

KBSP-TV

ISSUES/PROGRAMS QUARTERLY REPORT

SECOND QUARTER 1991

APRIL 1 - JUNE 30

RECEIVED

MAR 24 1993

FCC MAIL ROOM

RECEIVED

MAR 24 1993

FCC MAIL ROOM

1. Health Matter
2. The Community
3. Youth Oriented Issues
4. Quality of Life
5. Public Safety
6. Government
7. Environmental Concerns
8. Pet Care Concerns
9. Education
10. Employment
11. Substance Abuse
12. Consumer Issues
13. Recreation
14. The Economy
15. Concerns of Women
16. Concerns of Senior Citizens
17. Minority Concerns

1. HEALTH MATTERS

IN YOUR INTEREST-This daily public affairs segment combines man-on-the-street interviews, discussions with experts and demonstrations to elicit opinions and solutions to a variety of significant issues in the KBSP-TV service area.

AIDS/ Rainbow Run

In this segment Brent Nicholson Earl, Gay Activist, is running 1, 000 miles from San Francisco to Vancouver British Columbia to raise Americans awareness and knowledge about AIDS. His message is education...parents educate your children, adults educate yourselves.

1124

DURATION/TIME/DATE(S)

4:30

4/1 1119A

4/8 1021A

4/16 820P

4/25 919A

4/28 1122P

5/1 921A

4/14 1221A

5/21 521P

5/27 218P

6/6 1022P

6/11 621P

6/18 519A

6/23 721P

6/27 319P

Safe Water Temperature

In this segment Dr. Lace, a Salem Pediatrician, discusses safe water temperature for your children. To prevent scald burns lower the thermostat on the hot water heater.

1032

DURATION/TIME/DATE(S)

4:30

4/21 618P

4/26 121P

4/22 520P

6/7 1124P

6/20 522A

Infectious Daycare

In this four-part series Dr. James Lace, a Salem Pediatrician, provides information on infections associated with day care.

9593, 9594, 9595, 9596

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30

5/18 1221A 122A 223A 323A

4/28 322A 421A 520A 621A

Stomach Flu

In this four-part series Dr. James Lace, a Salem Pediatrician, provides information on the symptoms, causes, dehydration and treatment of the stomach flu.

9610, 9611, 9612, 9613

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30

4/10 321A 421A 520A 622A

6/17 2221 317A 421A 518A

Mononucleosis

In this two-part series Dr. James Lace, a Salem Pediatrician, provides information on causes, symptoms, and treatment of mononucleosis.

9475, 9476

DURATION/TIME/DATE(S)

4:30, 4:30

4/24 221 321A

6/20 619A 722A

Hand Foot and Mouth Disease

Dr. James Lace, a Salem Pediatrician provides information on hand, foot & mouth disease. What it is, symptoms and treatment are discussed.

9654

DURATION/TIME/DATE(S)

4:30

5/11 1021P

6/10 319A

6/27 121P

Strep Throat

In this four-part series, Dr. James Lace, a Salem Pediatrician provides information on strep throat. What causes it, symptoms, possible complications and treatment.

9655, 9656, 9657, 9658

DURATION/TIME/DATE(S)

4:30, 4:00, 4:30, 4:30

6/18 1221A 121A 221A 320A

Meningococcemia

In this three-part series, Dr. James Lace, a Salem Pediatrician discusses the dangers of Meningococcemia. This disease is fatal if not detected and treated quickly.

9784, 9785, 9786

DURATION/TIME/DATE(S)

4:00, 4:00, 4:00

6/3 1222A 121A 219A

WARTS

Dr. James Lace, a Salem Pediatrician, provides information on warts.

9635

DURATION/TIME/DATE(S)

4:30

4/4 522A

4/27 1021P

4/30 220A

5/6 422A

6/2 1021P

6/25 819A

IMPETIGO

Dr. James Lace, a Salem Pediatrician, provides information on impetigo, it's causes and treatment.

9648, 9649

DURATION/TIME/DATE(S)

4:00, 4:00

6/29 319A 419A

RINGWORM

Dr. James Lace, a Salem Pediatrician, provides information on ringworm.

9573

DURATION/TIME/DATE(S)

4:30

4/2 1220A

4/8 121A

4/27 622A

5/7 221A

5/15 318A

6/11 422A

6/23 817P

6/30 219P

HEARING LOSS

In this four-part series Dr. Mehr, Audiologist, provides information on hearing loss and what can be done to help those suffering from hearing loss. 9932, 9933, 9934, 9935

DURATION/TIME/DATE(S)

4:00, 4:30, 4:30, 4:30

4/4 821A

4/10 922A 1022A 1122A 1221P

4/15 1122P

4/16 1221A 121A 221A

4/20 122P 218P 321P 417P

4/23 1222A 121A 222A 322A

5/3 513P 620P 721P 822P

5/12 421A 521A 618A 721A

5/17 121P 222P 317P 421P

5/23 622A 717A 819A 919A
 6/9 1219A 121A 222A 319A
 6/10 422A 520A 622A 718A
 6/30 1219A 122A 223A 321A

SCABIES

In this two-part series Dr. James Lace, a Salem Pediatrician, provides information on the symptoms and proper treatment of scabies.

9858, 9859

DURATION/TIME/DATE(S)

4:30, 4:00

6/26 321A 422A

WHOOPIING COUGH

In this five-part series Dr. James Lace, a Salem Pediatrician, provides information on whooping cough, what it is caused by, symptoms, dangers, and treatment.

9546, 9547, 9548, 9549, 9550

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30, 4:30

ACNE

In this four-part series Dr. Jon Denton, a Salem Dermatologist, discusses the cause and different types of treatment for acne.

9507, 9508, 9509, 9510

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30

4/2 1122P

4/3 1222A 122A 222A

4/11 421P 522P 622P 720P

4/21 720P 821P 922P 1021P

4/24 119A 1219P 119P 219P

4/30 321A 421A 520A 620A

5/10 821A 917A 1021A 1118A

5/25 320P 416A 517P 617P

6/2 1221A 122A 222A 320A

6/4 420A 521A 621A 721A

6/10 721P 817P 919P 1021P

6/24 1222A 122A 222A 320A

TONSILS AND ADENOIDS

Dr. Lace, a Salem Pediatrician, shows viewers signs of swollen tonsils and adenoids and the care that should follow.

9477, 9478

DURATION/TIME/DATE(S)

4:30, 4:30

4/18 921P 1021P

6/19 1219P 120P

7/5 122P 221P

RED CROSS

In this seven-part series Red Cross is needing blood donations. Red Cross does have a screening process for all donators and all blood used for transfusions. Red Cross provides financial assistance to victims of disasters, to purchase food, clothing, home repair, transportation, medical care, etc.

9761, 9762, 9763, 97674

DURATION/TIME/DATE(S)

4:30, 4:00, 4:30, 4:30, 4:30, 4:30, 4:30

4/1 519P 620P 721P 820P

4/9 819P 921P 1020P 1122P

4/17 819P 921P 1020P 1122P

4/17 1222A 110A 220A 320A

5/2 122A 219A 321A 421A

5/9 521A 621A 719A 817A

5/15 922A 1022A 1121A 1218P

5/22 1022P 122P 220P 321P

6/12 1221A 122A 222A 320A

6/30 320A 421p 520p 620p

SMOKING AND CHILDREN

Dr. Lace, a Salem Pediatrician talks about the problems and consequences of smoking around children.

1078, 1079

DURATION/TIME/DATE(S)

4:30, 4:30

4/13 919A 1022A

4/15 921P 1021P

4/27 1121P

5/4 120P 218P

5/12 121A 222A

5/15 521P 619P

5/26 320A 422A

6/11 721P 822P

6/23 319P 420P

AMERICAN DIABETES ALERT QUIZ

Over 7 millions Americans have diabetes and don't know it. The American Diabetes Assoc. is distributing thousands of quizzes that can help people discover if they have the disease or are at risk of developing the disease.

1324 3/21/91

DURATION/TIME/DATE(S)

3:00

4/6 719A

4/7 222P

4/8 721P

4/12 520P

4/19 321P

4/22 621P

4/25 1119P

5/1 421P

5/5 321A
6/10 1221P 122A
5/17 1022A
5/20 1019A
5/28 1020P
6/4 921P
6/12 118P
6/18 421A

CHILDHOOD HUNGER

According to a report recently released by The Food Research and Action, 5.5 million children under age 12 are hungry in this country. Another 6 million children and their families are at serious risk of being hungry. Here in Oregon, 11.3 percent of children under 12 are hungry. This state doesn't get enough to eat. FRAC has begun a campaign to find solutions to end childhood hunger.

1345 4/9/91

DURATION/TIME/DATE(S)

4/15 422P
4/23 921P
4/30 818P
5/4 1020P
5/8 321P
5/13 918A
5/16 721P
5/24 521P
5/27 621A
6/4 1121P
6/16 221P
6/17 221P
6/17 618A
6/23 720A

CATARACTS/ADVANCEMENTS

Over 1 million Americans had their vision restored last year by undergoing cataract surgery. Dr. Andy Harris explains the causes of cataracts and the use of Phaco Emulsification to remove them.

1360 4/26/91

DURATION/TIME/DATE(S)

4/27 1220P
4/28 1220P
4/29 820P
5/2 721A
5/7 821P
5/19 821A
5/22 921P
5/30 322P
6/7 620A
6/14 1024P
6/17 918A
6/21 719P

CATARACTS

By undergoing cataract surgery, over 1 million Americans had their vision restored. Dr. Andy Harris explains the latest technology in cataract surgery.

1370 4/29/91

DURATION/TIME/DATE(S)

5/17 122P
5/13 1218P
5/24 620P
5/28 1121P
6/3 521A
6/16 321P
6/19 1222A
6/22 421A
6/29 519A

GUS/VISITS THE DR.

1361, 1362, 1363, 1364, 1365 5/6/91

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30, 4:00
5/11 222P 320P 420P 621P
5/15 420A 422A 621A 718A 818A
5/24 720P 821P 1021P 1022P 1120P
6/1 922A 1021A 1121A 1220P 120P
6/8 222P 422P 519P 617P
6/14 421P 520P 617P 720P 817P
6/22 1219A 119A 219A 324A 425A

LOCAL PSA'S INVOLVING HEALTH MATTERS

1329

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/1 - 4/8
4/1 1054A 354p 753P
4/2 954A 254P 647P
4/3 854A 147P 554P
4/4 749A 1252P 450P

1330

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/5 - 4/9
4/5 654A 1154A 348P
4/6 554A 1055A 254P
4/7 353A 454A 1028A 145P
4/8 649A 454P

1331

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/10 - 4/12/91

4/10 854A 653P

4/11 955A 752A

4/12 1054A 856P

1332

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/13 - 4/15/91

4/14 1054P

4/15 1154A 751P

1333

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/16 - 4/18/91

4/16 1054A 645P

4/17 954A 555P

4/18 1049A

1334

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/19 - 4/23/91

4/19 1154A 744P

4/20 1255P 856P

4/21 154P 947P

4/22 854A 1251P 455P

4/23 1253P 654P

1336

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 4/24 - 4/30/91

4/24 352A 750A 749P

4/25 446A 350P 649P

4/26 445P

4/27 1044A

4/28 749A 155P

4/29 255P

4/30 1023A 122P

31

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 5/7 - 5/10/91
5/7 1025A 445P
5/8 222A 955A 617P
5/9 521A 218P
5/10 952A 347P 953P

32

RED CROSS BLOOD DONATION SITES
DURATION/TIME/DATE(S)

:60 5/13 - 5/16/91
5/13 154A 1054A 553P
5/14 422A 1053A 554P
5/16 155A 854A 655P

33

RED CROSS BLOOD DONATION SITES
DURATION/TIME/DATE(S)

:60 5/20 - 5/24/91
5/20 1252A 554A 947P
5/21 254A 954A 554P
5/22 254A 1154A 618P
5/23 455A 122P 856P
5/24 749A 147P 754p

34

RED CROSS BLOOD DONATION SITES
DURATION/TIME/DATE(S)

:60 5/27 - 5/30/91
5/27 153A 1121A 554P
5/28 153A 854A 922P
5/29 1252A 1051A 554P

35

RED CROSS BLOOD DONATION SITES
DURATION/TIME/DATE(S)

:60 5/30/91
5/30 554A 1154A 746P
5/31 755A 155P 652P

37

RED CROSS BLOOD DONATION SITES
DURATION/TIME/DATE(S)

:60 5/30 - 6/3/91

6/1 720A 1051P
 6/2 447A 1244P
 6/3 1252A 953A
 6/4 652A 254P 1154P
 6/5 922A 450P 1154P
 6/6 820A 346p 1055P
 6/7 1252P 554P 1156p
 6/8 156A 952A 554p

40

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 6/11 - 6/14/91
 6/9 554A 322P 1054P
 6/10 554A 350P 1055P
 6/11 354A 1154A 655P
 6/12 350A 118P
 6/13 255P 1154P
 6/14 754A 321P 754P

41

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 6/15 - 6/17/91
 6/15 1251A 949A 618P
 6/16 151A 1058A 554P
 6/17 1253A 751A 453P

42

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 6/18 - 6/20/91
 6/18 554A 1220P 1050P
 6/19 554A 254P 1053P

43

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 6/21 - 6/25/91
 6/21 854A 2254P 856P
 6/22 654A 154P 856P
 6/23 754A 254P 1153P
 6/24 554A 1154A 1049P
 6/25 1253A 945A 451P

44

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 6/26 - 6/27/91
6/26 554A 249P 953P
6/27 254A 1048A

NW MEDICAL TEAMS/ PROMO

6/5 - 6/9/91

DURATION/TIME/DATE(S)

:30 58
6/5 748A 1148A 648A 1048P
6/6 848A 1248P 748P 1148P
6/7 948A 148A 848P 1148P
6/8 1049A 248P 948P 1148P
6/9 955A

NW MEDICAL TEAMS/ FOLLOW-UP

6/9/91

DURATION/TIME/DATE

:30 59

NATIONAL PSA'S INVOLVING HEALTH MATTERS

RED CROSS/ PERSIAN GULF

The American Red Cross is seeking support in helping the victims of the Persian Gulf War. The Red Cross and Red Crescent have both been there, helping the refugees with medical and food needs.

9379

DURATION/TIME/DATE(S)

:30 5/1/91

4/10 753A

MEDIC ALERT/ HOSPITAL Medic Alert provides personal medical info to speed emergency treatment and help avoid tragic results. The arm band or necklace should be worn by anyone who has specific medical considerations that a paramedic should know about.

2/13/91

:10 9004 A

WILL ROGERS/ UNPROVEN REMEDIES Corben Bernsen warns against the dangers of unproven remedies. We are inundated with ads for products offering miracle cures for diseases like arthritis and cancer. He cautions consumers against the false hopes.

2/13/91

DURATION/TIME/DATE(S)

:20 9200 A

4/7 1059A

MEDIC ALERT/ HOSPITAL Medic Alert provides personal medical info to speed emergency treatment and help avoid tragic results. The arm band or necklace should be worn by anyone who has specific medical considerations that a paramedic should know about.

2/13/91

:20 9203 A

WILL ROGERS/ TUBERCULOSIS Shari Belafonte says that tuberculosis is treatable and for people to watch out for the symptoms and contact a doctor if they appear. For more info, contact the Will Rogers Institute.

2/13/91

DURATION/TIME/DATE(S)

:20 9209 A

HELEN KELLER INTERNATIONAL/TAKE PART MIRACLE Actress Pam Dawber encourages viewers to donate to the Helen Keller foundation which helps to preserve sight for children around the world.

2/13/91

DURATION/TIME/DATE(S)

:30 9301 A

4/25 745A

4/28 345P

4/29 220A

5/16 822P

5/19 1254A

6/3 1154A

6/24 219P

6/27 1251P

RECRUIT NURSES/ CARDIAC

America has been suffering from a severe nurse shortage. The National Commission on Nursing Implementation Project is hoping to encourage capable people to pursue nursing through this dramatic PSA.

START 5/30/91

DURATION/TIME/DATE(S)

:30 9302 A

4/16 1255P

NAT. REYE'S SYNDROME/ DICK VANDYKE

Dick VanDyke warns the viewer that if their child is recovering from a virus and begins vomiting, becomes listless and displays aggressive behavior, not to use aspirin and to call the doctor.

3/6/91

DURATION/TIME/DATE(S)

:30 9306 A

4/1 1154A

4/16 1025 P

4/25 1222A

4/25 249A

5/16 622P

6/3 1118A

6/24 954P

6/27 747P

A dramatic symbol of Alzheimer's disease, a grandfather holds a baby in his lap, but after being struck by alzheimer's, he is no longer able to remember those memories. This PSA ends with a plea for help.

2/14/91

DURATION/TIME/DATE

:30 9307 A

4/1 254P

4/25 322A

4/29 721P

5/16 1154P

6/3 754P

6/6 349A

6/24 1255A

6/27 154A

AMERICAN DIETETIC ASSOCIATION/ BITE INTO

In a modern diner is a crowd of people who've discovered how easy it is to eat right. The primary message is that nutritious eating doesn't have to be boring. Busy people can still eat out quickly and healthily.

2/13/91

DURATION/TIME/DATE(S)

:30 9310 A

4/1 925P

4/29 1219P

5/16 453A

6/3 254P

6/6 918P

6/27 554P

AMERICAN COLLEGE OF EMERGENCY PHYSICIANS/HEART ATTACK. A woman talking about her husband having a heart attack.

2/9/91

DURATION/TIME/DATE

:30 9312 A
4/1 1126P
4/29 349A
5/16 947A
6/3 222P
6/6 1154P

WILL ROGERS/ UNPROVEN REMEDIES Corben Bernsen warns against the dangers of unproven remedies. We are inundated with ads for products offering miracle cures for diseases like arthritis and cancer. He cautions consumers against the false hopes.

2/13/91

DURATION/TIME/DATE(S)

:30 9316 A
5/19 652P

WILL ROGERS/ ARTHRITIS

Morgan Freeman, star of "Driving Miss Daisy", tells viewers to watch for symptoms of arthritis and what to do if they are suffering from it.

START 5/30/91

DURATION/TIME/DATE(S)

:30 9 316 B
6/3 1055P

ACADEMY OPHTHALMOLOGY/ BOB HOPE

Bob Hope, speaking for the American Academy of Ophthalmology, reminds viewers that good eye care begins with getting a check-up and not to put it off.

DURATION/TIME/DATE(S)

:30 9319
4/23 419A
4/26 419P
5/1 348A
5/3 619A
5/5 149A
5/7 1249P
5/8 219P
5/14 849A
5/15 349A
5/17 1119A
5/22 548A
5/24 920A
5/26 249P
5/29 449P
5/31 1049A
6/13 349P
6/14 920P

The American Dental Association says that you can win in different ways